

CTS AVG. PURCHASE RATES

CONTINUOUS TRACKING STUDY									
MULTI-PACK PURCHASE BEHAVIOUR MODULE									
JUNE-JULY 1992									
WHEN YOU GO TO THE STORE TO BUY MARLBORO, DO YOU NORMALLY BUY... ?									
<b>PACKS ONLY</b>					<b>CONVENIENCE PACKS ONLY</b>				
<b># PEOPLE</b>	<b>% PEOPLE</b>	<b># PACKS</b>			<b># PEOPLE</b>	<b>% PEOPLE</b>	<b># PACKS</b>		
521	0.70	1	0.70		161	0.86	1	0.86	
163	0.22	2	0.44		21	0.11	2	0.23	
51	0.07	3	0.21		5	0.03	3	0.08	
8	0.01	4	0.04						
2	0.00	5	0.01						
1	0.00	6	0.01						
746	1.00		1.40		187			1.16	
<b>PACKS &amp; CARTONS</b>					<b>SUPERMARKETS PACKS ONLY</b>				
<b># PEOPLE</b>	<b>% PEOPLE</b>	<b># PACKS</b>			<b># PEOPLE</b>	<b>% PEOPLE</b>	<b># PACKS</b>		
521	0.45	1	0.45		82	0.75	1	0.75	
163	0.14	2	0.28		19	0.17	2	0.35	
51	0.04	3	0.13		8	0.07	3	0.22	
8	0.01	4	0.03						
2	0.00	5	0.01						
1	0.00	6	0.01						
368	0.31	10	3.15						
40	0.03	20	0.68		109	1.00		1.32	
5	0.00	30	0.13						
8	0.01	40	0.27						
2	0.00	50	0.09		<b>GAS STATION PACKS ONLY</b>				
1	0.00	60	0.05		<b># PEOPLE</b>	<b>% PEOPLE</b>	<b># PACKS</b>		
1170	1.00		5.26		83	0.81	1	0.81	
<b>CARTONS ONLY</b>					15	0.15	2	0.29	
<b># PEOPLE</b>	<b>% PEOPLE</b>	<b># PACKS</b>			3	0.03	3	0.09	
368	0.87	10	8.68		1	0.01	4	0.04	
40	0.09	20	1.89						
5	0.01	30	0.35						
8	0.02	40	0.75		102	1.00		1.23	
2	0.00	50	0.24						
1	0.00	60	0.14						
424	1.00		12.05						

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